Perfected Quick Cakes

with these

“Mix-Easy” Recipes!
“Mix-Easy” cakes are richer—keep fresh longer!

No creaming!
One cup, one bowl!
Only 3 minutes beating!
No needless Mixing! Fewer Dishes to wash!

A way of cake making with the fuss, the time, and utensils cut to the bone—that's Swans Down's new, perfected “Mix-Easy” method!

A richer, delightfully fluffy, tenderly moist cake that will keep fresh longer—that's a Swans Down “Mix-Easy” cake!

You'll find it hard to believe that such a superb cake can be made so easily. Fast as the method is, you still get all the famous Swans Down qualities . . . the really fine texture . . . the even grain . . . the melting tenderness.

Even if you’ve never tried to bake any kind of cake, Swans Down’s “Mix-Easy” method is swift, sure, simple. Here’s how it’s done:

No creaming! Just be sure your vegetable shortening is at room temperature so it’s easy to mix. Measure it into the bowl. There’s no need to stop and cream!

Dry ingredients go all together! You simply sift them right over the shortening all at once...but you don’t mix or blend. Not yet! Wait. Trust to Swans Down.

Add liquid in two parts. Just toss in the eggs and part of the liquid! Then beat just 1 minute by hand or electric mixer. Beat around the bowl with sweeping strokes.

Only 3 minutes beating in all! So add the last of the liquid and beat 2 minutes more. (Count only actual beating time)...And that’s all! What a snap—no extra dishes!
By Hand or Mixer!

"Mix-Easy" cakes may be mixed by hand or with electric mixer.

Hand. Count only actual beating time. Or count beating strokes, allowing at least 100 full strokes per minute. Scrape bowl and spoon often.

Mixer. Use low to medium speed and time beating by the clock. Scrape bowl and beater often.

SPEEDLUXE CHOCOLATE CAKE

Preparations:
Have shortening at room temperature. Grease pans, line bottoms with waxed paper, and grease again. Use two 9-inch layer pans, or 10 x 10 x 2-inch pan or 13 x 9 x 2-inch sheet. Start oven for moderate heat (350° F.). Sift flour once before measuring.

Measurements:
Measure into sifter:
2 cups sifted Swans Down Cake Flour
1/2 teaspoon salt
1 teaspoon soda
1 cup granulated sugar
Measure into mixing bowl:
1/2 cup vegetable shortening

Now the "Mix-Easy" Part:
Mix or stir shortening just to soften. Sift in dry ingredients. Add brown sugar. (Force through sieve to remove lumps, if necessary.) Add 1/2 of liquid and the eggs. Mix until all flour is dampened; then beat 1 minute. Add remaining liquid, blend, and beat 1 minute. Add chocolate mixture and beat 1 minute longer. (Count only actual beating time. Or count beating strokes. Allow at least 100 full strokes per minute. Scrape bowl and spoon or beater often.)

Baking:
Bake in moderate oven (350° F.) about 30 minutes for layers, or 40 to 45 minutes for square or sheet cake. Frost as desired.

DELICATE WHITE CAKE

Preparations:
Have shortening at room temperature. Grease pans, line bottoms with waxed paper, and grease again. Use two 8-inch layer pans or 10 x 10 x 2-inch pan. Start oven for moderate heat (375° F.). Sift flour once before measuring.

Measurements:
Measure into sifter:
2 cups sifted Swans Down Cake Flour
2 teaspoons Calumet Baking Powder
1/4 teaspoon salt
1 cup sugar
Measure into mixing bowl:
1/2 cup vegetable shortening

Now the "Mix-Easy" Part:
Mix or stir shortening just to soften. Sift in dry ingredients. Add 1/2 cup liquid. Mix until all flour is dampened, then beat 1 minute. Add remaining liquid, blend, and beat 2 minutes longer. Add meringue mixture and beat 1 minute. (Count only actual beating time. Or count beating strokes. Allow at least 100 full strokes per minute. Scrape bowl and spoon or beater often.)

Baking:
Bake in moderate oven (375° F.) about 25 minutes for layers, or 30 minutes for 10 x 10 x 2-inch cake. Frost as desired.

INDIAN SUMMER CAKE

Preparations:
Have the shortening at room temperature. Grease pans, line bottoms with waxed paper, and grease again. Use 13 x 9 x 2-inch or 10 x 10 x 2-inch pan. Start oven for moderate heat (350° F.). Sift flour once before measuring.

Measurements:
Measure into sifter:
2 1/2 cups sifted Swans Down Cake Flour
1 teaspoon baking powder
1/2 teaspoon salt
1/2 teaspoon cream of tartar
Measures into cup:
1/2 cup vegetable shortening

Now the "Mix-Easy" Part:
Mix or stir shortening just to soften. Sift in dry ingredients. Add 1/2 cup sugar. (Force through sieve to remove lumps, if necessary.) Add 1/2 of liquid and the eggs. Mix until all flour is dampened; then beat 1 minute. Add remaining liquid, nuts, and raisins, blend, and beat 2 minutes longer. (Count only actual beating time. Or count beating strokes—allowing at least 100 full strokes per minute. Scrape bowl and spoon or beater often.)

Baking:
Bake in moderate oven (350° F.) 50 minutes, or until done. Spread with brown sugar seven-minute frosting.

HOLLY WREATH NUT CAKE

Preparations:
Have shortening at room temperature. Grease and lightly flour a 9-inch tube pan or two 8 x 4 x 3-inch loaf pans. Start oven for moderate heat (375°F.). Sift flour once before measuring.

Measurements:
Measure into sifter:
2 1/2 cups sifted Swans Down Cake Flour
2 teaspoons Calumet Baking Powder
1 1/2 teaspoons salt
1 1/4 cups sugar
Measures into cup:
1 cup vegetable shortening

Now the "Mix-Easy" Part:
Mix or stir shortening just to soften. Sift in dry ingredients. Add 1/2 of liquid and the eggs. Mix until all flour is dampened; then beat 1 minute. Add remaining liquid, blend, and beat 2 minutes longer. Add nuts and blend. (Count only actual beating time. Or count beating strokes. Allow at least 100 full strokes per minute. Scrape bowl and spoon or beater often.)

Baking:
Bake in moderate oven (375° F.) 1 hour, or until done. Spread with seven-minute frosting and decorate with wreath of cut citron and maraschino cherries.

Important!

Use Swans Down Cake Flour! The “Mix-Easy” method will not give good results with ordinary flour ... or with just any recipe.

Swans Down itself has not changed. You can still use all your favorite Swans Down recipes just as before. But for a “Mix-Easy” cake, use Swans Down and one of these special “Mix-Easy” recipes.
Bake a better cake with Swans Down

More women choose Swans Down than all other packaged cake flours put together.

Double the cost of all ingredients back, if you don’t think your Swans Down “Mix-Easy” cake is better than any similar cake you have baked with any other flour.

Guarantee

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